

# **News**

Macomb County  
Office of Public Affairs



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## **Macomb County Planning Department offers small business class**

MOUNT CLEMENS, Mich. – Owners of new and emerging Macomb County businesses are invited to attend the nationally recognized NxLevelL Entrepreneurial Training Program offered by the Macomb County Small Business and Technology Development Center (SBTDC).

The 12-week program will meet weekly at the Michigan Technical Education Center, 7900 Tank Ave. in Warren, for three-hour classes run by a certified business instructor.

It will feature presentations by local service providers, bankers, attorneys, accountants and marketing experts. Topics covered include developing a long-term strategic plan for growth, estimating demand for a product or service and how to attract and keep good customers.

Business owners also will be given the opportunity to develop beneficial relationships with service providers and fellow business owners and will receive six months of free, confidential business counseling from a certified Macomb County SBTDC business consultant.

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“This partnership between Macomb County and the Van Dyke-8 Mile Gateway Collaborative is geared towards businesses in the area, but any business owner can apply,” said Stephen Cassin, director of the Macomb County Department of Planning & Economic Development. “Revitalizing the Van Dyke Corridor will impact the entire county.”

The class begins Friday, Jan. 26, and will meet every Friday through April 20. It runs from 9 a.m. to noon. There is a fee of \$250 for registration and materials, but \$200 will be refunded if the business owner completes the class and submits a business plan.

For more information, or to register for the class, contact the Macomb County SBTDC at 586-469-5118.

### **About Macomb County**

Macomb County is an enriching community in Southeastern Michigan that has one of the state’s fastest rates of growth. Its 834,000 residents make it Michigan’s third-largest county, with direct access to Lake St. Clair and Anchor Bay, and a host of cultural and entertainment options. Its highly skilled workforce and investment in new and expanding businesses make it open to enterprise. Active civic leadership translates into balanced budgets and Michigan’s second-lowest tax rate. An increasingly diverse population and high quality of life make Macomb County accessible to all.

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